

IN THE CLAIMS

Please amend the claims as follows:

168. (PREVIOUSLY PRESENTED) A system for displaying programming to a user, the system comprising:

5       a printed commercial document having at least one machine recognizable feature;

          a feature recognition unit having associated therewith a means for recognizing said feature and a means for transmitting a coded signal in response to the recognition  
10   of said feature;

          an intelligent controller having associated therewith a means for accessing said programming material in response to receiving said coded signal; and

          a display unit for presenting said programming  
15   material.

169. (PREVIOUSLY PRESENTED) A system as defined in claim 168 wherein said printed commercial document comprises a tag.

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170. (PREVIOUSLY PRESENTED) A system as defined in claim 169 wherein said tag comprises a price tag.

171. (PREVIOUSLY PRESENTED) A system as defined in claim  
168 wherein said printed commercial document comprises a  
decal.

5 172. (PREVIOUSLY PRESENTED) A system as defined in claim  
171 wherein said decal comprises a parking permit.

173. (PREVIOUSLY PRESENTED) A system as defined in claim  
168 wherein said commercial document comprises an invoice.

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174. (PREVIOUSLY PRESENTED) A system as defined in claim  
168 wherein said printed commercial document comprises a  
receipt.

15 175. (PREVIOUSLY PRESENTED) A system as defined in claim  
168 wherein said printed commercial document comprises a  
bill of sale.

176. (PREVIOUSLY PRESENTED) A system as defined in claim  
20 168 wherein said printed commercial document comprises a  
credit card.

177. (PREVIOUSLY PRESENTED) A system as defined in claim  
168 wherein said printed commercial document comprises an  
identification card issued by a commercial organization.

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178. (PREVIOUSLY PRESENTED) A system as defined in claim  
168 wherein said printed commercial document comprises a  
periodic report.

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179. (PREVIOUSLY PRESENTED) A system as defined in claim  
168 wherein said printed commercial document comprises an  
annual report.

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180. (PREVIOUSLY PRESENTED) A system as defined in claim  
168 wherein said printed commercial document comprises a  
newsletter.

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181. (PREVIOUSLY PRESENTED) A system as defined in claim  
168 wherein said printed commercial document comprises a  
program.

182. (PREVIOUSLY PRESENTED) A system as defined in claim  
168 wherein said printed commercial document comprises a  
musical score.

5 183. (PREVIOUSLY PRESENTED) A system as defined in claim  
168 wherein said printed commercial document comprises an  
application form.

184. (PREVIOUSLY PRESENTED) A system as defined in claim  
10 183 wherein said application form comprises an employment  
application form.

185. (PREVIOUSLY PRESENTED) A system as defined in claim  
183 wherein said application form comprises a credit card  
15 application form.

186. (PREVIOUSLY PRESENTED) A system as defined in claim  
168 wherein said printed commercial document comprises  
travel itinerary.

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187. (PREVIOUSLY PRESENTED) A system as defined in claim  
168 wherein said printed commercial document comprises a  
letter of recommendation.

188. (PREVIOUSLY PRESENTED) A system as defined in claim  
168 wherein said printed commercial document comprises a  
merchandise coupon.

5 189. (PREVIOUSLY PRESENTED) A system as defined in claim  
168 wherein said printed commercial document comprises a  
product brochure.

190. (PREVIOUSLY PRESENTED) A system as defined in claim  
10 168 wherein said printed commercial document comprises a  
service brochure.

191. (PREVIOUSLY PRESENTED) A system as defined in claim  
168 wherein said printed commercial document comprises  
15 instructions.

192. (PREVIOUSLY PRESENTED) A system as defined in claim  
191 wherein said instructions comprise product assembly  
instructions.

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193. (PREVIOUSLY PRESENTED) A system as defined in claim  
191 wherein said instructions comprise product use  
instructions.

194. (PREVIOUSLY PRESENTED) A system as defined in claim  
191 wherein said instructions comprise service  
instructions.

5 195. (PREVIOUSLY PRESENTED) A system as defined in claim  
168 wherein said printed commercial document comprises a  
service manual.

196. (PREVIOUSLY PRESENTED) A system as defined in claim  
10 168 wherein said printed commercial document comprises  
warranty information.

197. (PREVIOUSLY PRESENTED) A system as defined in claim  
168 wherein said printed commercial document comprises a  
15 greeting card.

198. (PREVIOUSLY PRESENTED) A system as defined in claim  
168 wherein said at least one machine recognizable feature  
has associated therewith a data link which is recognized by  
20 said feature recognition unit.

199. (PREVIOUSLY PRESENTED) A system as defined in claim  
198 wherein said data link comprises an image data link.

200. (PREVIOUSLY PRESENTED) A system as defined in claim  
198 wherein said data link comprises a video data link.

201. (PREVIOUSLY PRESENTED) A system as defined in claim  
5 198 wherein said data link comprises a programming data  
link.

202. (PREVIOUSLY PRESENTED) A system as defined in claim  
198 wherein said data link comprises a sound data link.

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203. (PREVIOUSLY PRESENTED) A system as defined in claim  
198 wherein said data link comprises an online data link.

15 204. (PREVIOUSLY PRESENTED) A system as defined in claim  
198 wherein said data link comprises an online shopping  
data link.

20 205. (PREVIOUSLY PRESENTED) A system as defined in claim  
198 wherein said data link comprises a pictorial data  
link.

206. (PREVIOUSLY PRESENTED) A system as defined in claim  
198 wherein said data link comprises an electronic data  
link.

5 207. (PREVIOUSLY PRESENTED) A system as defined in claim  
198 wherein said data link comprises an electronic media  
link.

208. (PREVIOUSLY PRESENTED) A system as defined in claim  
10 198 wherein said data link comprises an "information  
superhighway" data link.

209. (PREVIOUSLY PRESENTED) A system as defined in claim  
208 wherein said "information superhighway" data link  
15 comprises the internet.

210. (PREVIOUSLY PRESENTED) A system as defined in claim  
208 wherein said "information superhighway" data link  
comprises the world wide web.

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211. (PREVIOUSLY PRESENTED) A system as defined in claim  
208 wherein said "information superhighway" data link  
comprises a computer network.



212. (PREVIOUSLY PRESENTED) A system as defined in claim  
208 wherein said "information superhighway" data link  
comprises an integrated services digital network ("ISDN")  
network.

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213. (PREVIOUSLY PRESENTED) A system as defined in claim  
208 wherein said "information superhighway" data link  
comprises a telephone line.

10 214. (PREVIOUSLY PRESENTED) A system as defined in claim  
208 wherein said "information superhighway" data link  
comprises a cable television ("CATV") line.

15 215. (PREVIOUSLY PRESENTED) A system as defined in claim  
208 wherein said "information superhighway" data link  
comprises a local area network.

216. (PREVIOUSLY PRESENTED) A system as defined in claim  
208 wherein said "information superhighway" data link  
20 comprises a wide area network.

217. (PREVIOUSLY PRESENTED) A system as defined in claim  
208 wherein said "information superhighway" data link  
comprises a data communications network.

218. (PREVIOUSLY PRESENTED) A system as defined in claim  
208 wherein said "information superhighway" data link  
comprises an Internet Product Service Directory.

5 219. (PREVIOUSLY PRESENTED) A system as defined in claim  
208 wherein said "information superhighway" data link  
comprises a globally based digital communications network.

220. (PREVIOUSLY PRESENTED) A system as defined in claim  
10 208 wherein said "information superhighway" data link  
comprises a wireless network link.

221. (PREVIOUSLY PRESENTED) A system as defined in claim  
208 wherein said "information superhighway" data link  
15 comprises a Wireless Application Protocol internet.

222. (PREVIOUSLY PRESENTED) A system as defined in claim  
208 wherein said "information superhighway" data link  
comprises an ethernet network.

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223. (PREVIOUSLY PRESENTED) A system as defined in claim  
208 wherein said "information superhighway" data link  
comprises a radio frequency ("RF") cellular network.

224. (PREVIOUSLY PRESENTED) A system as defined in claim  
168 wherein said at least one machine recognizable feature  
comprises a bar code.

5 225. (PREVIOUSLY PRESENTED) A system as defined in claim  
224 wherein said bar code comprises a Universal Product  
Code.

226. (PREVIOUSLY PRESENTED) A system as defined in claim  
10 168 wherein said at least one machine recognizable feature  
comprises an invisible bar code.

227. (PREVIOUSLY PRESENTED) A system as defined in claim  
168 wherein said at least one machine recognizable feature  
15 comprises a magnetic code.

228. (PREVIOUSLY PRESENTED) A system as defined in claim  
168 wherein said at least one machine recognizable feature  
comprises a printed character.

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229. (PREVIOUSLY PRESENTED) A system as defined in claim  
168 wherein said at least one machine recognizable feature  
comprises a symbol.

230. (PREVIOUSLY PRESENTED) A system as defined in claim  
168 wherein said at least one machine recognizable feature  
comprises a pictorial icon.

5 231. (PREVIOUSLY PRESENTED) A system as defined in claim  
168 wherein said at least one machine recognizable feature  
comprises an invisible indicia.

232. (PREVIOUSLY PRESENTED) A system as defined in claim  
10 168 wherein said at least one machine recognizable feature  
comprises a two-dimensional figure.

233. (PREVIOUSLY PRESENTED) A system as defined in claim  
168 wherein said at least one machine recognizable feature  
15 comprises an icon.

234. (PREVIOUSLY PRESENTED) A system as defined in claim  
168 wherein said at least one machine recognizable feature  
comprises an invisible icon.

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235. (PREVIOUSLY PRESENTED) A system as defined in claim  
168 wherein said at least one machine recognizable feature  
comprises a watermark.

236. (PREVIOUSLY PRESENTED) A system as defined in claim  
168 wherein said at least one machine recognizable feature  
comprises an invisible watermark.

5 237. (PREVIOUSLY PRESENTED) A system as defined in claim  
236 wherein said invisible watermark comprises a digital  
watermark.

238. (PREVIOUSLY PRESENTED) A system as defined in claim  
10 168 wherein said at least one machine recognizable feature  
comprises a series of alphanumeric characters.

239. (PREVIOUSLY PRESENTED) A system as defined in claim  
168 wherein said at least one machine recognizable feature  
15 comprises a binary code.

240. (PREVIOUSLY PRESENTED) A system as defined in claim  
168 wherein said at least one machine recognizable feature  
comprises a digital watermark.

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241. (PREVIOUSLY PRESENTED) A system as defined in claim  
168 wherein said at least one machine recognizable feature  
comprises a magnetic strip.

242. (PREVIOUSLY PRESENTED) A system as defined in claim  
168 wherein said at least one machine recognizable feature  
comprises a code.

5 243. (PREVIOUSLY PRESENTED) A system as defined in claim  
168 wherein said at least one machine recognizable feature  
comprises an online shopping product code.

244. (PREVIOUSLY PRESENTED) A system as defined in claim  
10 168 wherein said at least one machine recognizable feature  
comprises a home shopping product code.

245. (PREVIOUSLY PRESENTED) A system as defined in claim  
168 wherein said at least one machine recognizable feature  
15 comprises an online shopping service code.

246. (PREVIOUSLY PRESENTED) A system as defined in claim  
168 wherein said at least one machine recognizable feature  
comprises a home shopping service code.

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247. (PREVIOUSLY PRESENTED) A system as defined in claim  
168 wherein said at least one machine recognizable feature  
comprises an analog pattern.

248. (PREVIOUSLY PRESENTED) A system as defined in claim  
168 wherein said at least one machine recognizable feature  
comprises a hieroglyphic character.

5 249. (PREVIOUSLY PRESENTED) A system as defined in claim in  
168 wherein said programming material comprises  
information.

250. (PREVIOUSLY PRESENTED) A system as defined in claim  
10 249 wherein said information comprises information about an  
individual identified by said printed commercial document.

251. (PREVIOUSLY PRESENTED) A system as defined in claim  
249 wherein said information comprises a "background check"  
15 of an individual identified by said printed commercial  
document.

252. (PREVIOUSLY PRESENTED) A system as defined in claim  
249 wherein said information comprises information about an  
20 organization identified by said printed commercial  
document.

253. (PREVIOUSLY PRESENTED) A system as defined in claim  
249 wherein said information comprises a "background check"  
of an organization identified by said printed commercial  
document.

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254. (PREVIOUSLY PRESENTED) A system as defined in claim  
249 wherein said information comprises information about an  
individual issuing said printed commercial document.

10 255. (PREVIOUSLY PRESENTED) A system as defined in claim  
249 wherein said information comprises information about an  
organization issuing said printed commercial document.

15 256. (PREVIOUSLY PRESENTED) A system as defined in claim  
249 wherein said information comprises information about a  
product associated with said printed commercial document.

20 257. (PREVIOUSLY PRESENTED) A system as defined in claim  
249 wherein said information comprises information about a  
service associated with said printed commercial document.

258. (PREVIOUSLY PRESENTED) A system as defined in claim in  
168 wherein said programming material comprises a service.



259. (PREVIOUSLY PRESENTED) A system as defined in claim  
258 wherein said service includes displaying promotional  
programming material on said display unit.

5 260. (PREVIOUSLY PRESENTED) A system as defined in claim  
258 wherein said service includes conducting an interaction  
with said user via a telephone.

261. (PREVIOUSLY PRESENTED) A system as defined in claim  
10 258 wherein said service includes conducting an interaction  
between a plurality of users via an online communication  
chat link.

262. (PREVIOUSLY PRESENTED) A system as defined in claim  
15 168 wherein said display unit comprises a personal  
computer.

263. (PREVIOUSLY PRESENTED) A system as defined in claim  
262 wherein said personal computer comprises a laptop  
20 computer.

264. (PREVIOUSLY PRESENTED) A system as defined in claim  
168 wherein said display unit comprises a television.

265. (PREVIOUSLY PRESENTED) A system as defined in claim  
168 wherein said display unit comprises a device containing  
a microprocessor.

5 266. (PREVIOUSLY PRESENTED) A system as defined in claim  
265 wherein said device containing a microprocessor is  
hand-held.

267. (PREVIOUSLY PRESENTED) A system as defined in claim  
10 265 wherein said device containing a microprocessor is  
portable.

268. (PREVIOUSLY PRESENTED) A system as defined in claim  
168 wherein said display unit comprises a personal digital  
15 planner.

269. (PREVIOUSLY PRESENTED) A system as defined in claim  
168 wherein said display unit comprises an internet  
appliance.

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270. (PREVIOUSLY PRESENTED) A system as defined in claim  
168 wherein said display unit comprises a cellular  
telephone.

271. (PREVIOUSLY PRESENTED) A system as defined in claim  
168 wherein said display unit comprises a wireless  
communication device.

5 272. (PREVIOUSLY PRESENTED) A system as defined in claim  
168 wherein said display unit comprises a simulated book.

273. (PREVIOUSLY PRESENTED) A system as defined in claim  
168 wherein said display unit comprises an intelligent  
10 terminal.

274. (PREVIOUSLY PRESENTED) A system as defined in claim  
168 wherein said display unit comprises a web-based  
television.

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275. (PREVIOUSLY PRESENTED) A system as defined in claim  
168 wherein said display unit comprises a pager.

276. (PREVIOUSLY PRESENTED) A system as defined in claim  
20 168 wherein said display unit comprises an Internet-enabled  
telephone.

277. (PREVIOUSLY PRESENTED) A system as defined in claim  
168 wherein said feature recognition unit is selected from  
a group consisting of a hand-held unit, a scanner, a bar  
code scanner, an optical code reader, an optical reader, a  
5 personal camera, a personal computer reader, a digital  
camera, a digital mouse and an optical mouse.

278. (PREVIOUSLY PRESENTED) A system as defined in claim  
277 wherein said feature recognition unit is linked to a  
10 personal computer.

279. (PREVIOUSLY PRESENTED) A system as defined in claim  
277 wherein said feature recognition unit is linked to a  
wireless interface.

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280. (PREVIOUSLY PRESENTED) A system as defined in claim  
279 wherein said wireless interface comprises a wireless  
network.

20 281. (PREVIOUSLY PRESENTED) A system as defined in claim  
279 wherein said wireless network comprises a cellular  
network.

282. (PREVIOUSLY PRESENTED) A system as defined in claim  
279 wherein said wireless interface comprises a cellular  
telephone.

5 283. (PREVIOUSLY PRESENTED) A system as defined in claim  
279 wherein said wireless interface comprises a pager.

284. (PREVIOUSLY PRESENTED) A system as defined in claim  
279 wherein said wireless interface comprises a wireless  
10 personal computer.

285. (PREVIOUSLY PRESENTED) A system as defined in claim  
279 wherein said wireless interface comprises a personal  
digital assistant.

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286. (PREVIOUSLY PRESENTED) A system as defined in claim  
277 wherein said feature recognition unit is linked to a  
personal digital assistant.

20 287. (PREVIOUSLY PRESENTED) A system as defined in claim  
277 wherein said feature recognition unit is linked to an  
Internet appliance.

288. (PREVIOUSLY PRESENTED) A system as defined in claim  
277 wherein said feature recognition unit is linked to a  
television set.

5 289. (PREVIOUSLY PRESENTED) A system as defined in claim  
277 wherein said feature recognition unit comprises a  
portion of a cellular telephone.

290. (PREVIOUSLY PRESENTED) A system as defined in claim  
10 277 wherein said feature recognition unit comprises a  
portion of a personal digital assistant.

291. (PREVIOUSLY PRESENTED) A system as defined in claim  
277 wherein said feature recognition unit comprises a  
15 portion of a remote control unit.

292. (PREVIOUSLY PRESENTED) A system as defined in claim  
277 wherein said feature recognition unit comprises a  
portion of a handwriting implement.

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293. (PREVIOUSLY PRESENTED) A method of providing a user  
access to programming material, comprising the steps of:

printing a machine recognizable feature within a  
commercial document;

scanning said machine recognizable feature of said  
commercial document; and  
transmitting data associated with said machine  
recognizable feature via a communication link to access  
5 said programming material, wherein said programming  
material is related to said commercial document.

294. (PREVIOUSLY PRESENTED) The method of claim 293 wherein  
said communication link includes the Internet.

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295. (CURRENTLY AMENDED) The method of claim 293 wherein  
said machine recognizable feature is selected from a group  
consisting of bar code, universal product code, invisible  
bar code, magnetic code, printed character, symbol,  
15 invisible indicia, two-dimensional figure, icon, invisible  
icon, watermark, invisible watermark, digital watermark,  
series of alphanumeric characters, binary code, magnetic  
strip, code, analog pattern, photograph, digital  
photograph, and hieroglyphic character.

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296. (PREVIOUSLY PRESENTED) A method of providing a user access to supplemental programming material associated with a commercial document, comprising the steps of:

printing a machine recognizable feature within said

5 commercial document, wherein said machine recognizable feature has associated therewith a command sequence for accessing programming material;

scanning said machine recognizable feature within said

10 commercial document and downloading data indicative of said machine recognizable feature via the Internet to a remote server;

accessing programming material from said remote server; and

15 transmitting said programming material to said user allowing said user to perceive said programming material in a humanly perceivable form, wherein said programming material is related to said commercial document.

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297. (PREVIOUSLY PRESENTED) The method of claim 296 wherein said programming material comprises multimedia.



298. (CURRENTLY AMENDED) The method of claim 296 wherein  
said machine recognizable feature is selected from a group  
consisting of a bar code, a universal product code,  
invisible bar code, magnetic code, printed character,  
5 symbol, invisible indicia, two-dimensional figure, icon,  
invisible icon, watermark, invisible watermark, digital  
watermark, series of alphanumeric characters, binary code,  
magnetic strip, code, analog pattern, photograph, digital  
photograph, and hieroglyphic character.

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299. (NEW) A system as defined in claim 168 wherein said  
printed commercial document comprises a boarding pass.

300. (NEW) A system as defined in claim 168 wherein said  
15 printed commercial document comprises an airline boarding  
pass.

301. (NEW) A system as defined in claim 168 wherein said  
at least one machine recognizable feature comprises a  
20 photo.

302. (NEW) A system as defined in claim 168 wherein said  
at least one machine recognizable feature comprises a  
digitized photo.

303. (NEW) A method according to claim 293 wherein said commercial document comprises a boarding pass.

304. (NEW) A method according to claim 293 wherein said  
5 commercial document comprises an airline boarding pass.

305. (NEW) A method according to claim 296 wherein said commercial document comprises a boarding pass.

10 306. (NEW) A method according to claim 296 wherein said commercial document comprises an airline boarding pass.